



Fundraising Freedom: 7 Steps to Build and Sustain Your Next Campaign

Mary Valloni

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In 2007, fundraising professional, Mary Valloni, walked through the doors of another nonprofit organization determined she was going to break the cycle of fundraising burnout and frustration. She wrote on the white board in her new office "WORK SMARTER, NOT HARDER."

This is the eye-opening journey of a fundraiser who was looking for freedom and found it after years of successfully creating and implementing the 7 Steps on the pages of this book. Wouldn't it be incredible if nonprofit leaders around the world had the ability to act, speak and think without holding back? Could we dare to change the way we think so we could engage more donors and volunteers than ever before?

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